

advertises a non-binding market interest of the consumer;

a posting unit for extracting and posting the market information registered in said market information registering unit;

a personal information acquiring unit purchasing and acquiring for a dealer, after the dealer has viewed the posted market information, personal information of the consumer necessary for the dealer to contact the consumer about the viewed market information;

a prior approval demand determining unit determining, based on the personal information registered in said personal information registering unit, whether prior approval by the consumer is required before the dealer accesses the consumer; and

an access confirming unit seeking approval for access by the dealer from the consumer who registered the purchased market information, when said prior approval demand determining unit judges that the prior approval is required.

3. (ONCE AMENDED) The marketing system according to claim 1, wherein said access confirming unit cancels the purchase of the personal information by the dealer when the consumer does not approve the dealer's access.

4. (ONCE AMENDED) The marketing system according to claim 1, wherein the personal information registered in said personal information registering unit includes a type of access to the consumer.

6. (ONCE AMENDED) The marketing system according to claim 1, wherein the personal information registered in said personal information registering unit includes pre-categorized information and format-free information.

7. (ONCE AMENDED) The marketing system according to claim 1, further comprising an accounting unit for charging the dealer when the dealer has purchased the market information posted at said posting means.

8. (ONCE AMENDED) The marketing system according to claim 1, further comprising a posting continuation confirming unit for performing at regular intervals of time a process of inquiring of the consumer whether the consumer desires the market information to be continuously posted at said posting unit.

9. (ONCE AMENDED) The marketing system according to claim 1, further comprising a point providing unit for giving the consumer a bonus point when the consumer has registered the personal information or market information.

10. (ONCE AMENDED) The marketing system according to claim 9, wherein said point providing unit gives the consumer an extra point if the consumer purchases goods from the dealer who has purchased the market information.

11. (TWICE AMENDED) A marketing system processing market information of consumers and dealers via an electronic network, comprising:

- a personal information registering unit to register personal information of a consumer, where the personal information includes information personally identifying the consumer;

- a market information registering unit to register non-binding market information about a non-binding market interest of the consumer;

- a posting unit to extract and post the market information registered in said market information registering unit; and

- a personal information acquiring unit, coupled to said personal information registering unit and said market information registering unit, to purchase and acquire the personal information of the consumer necessary for a dealer after the dealer has viewed the posted the market information, to contact the consumer about the viewed posted market information after determining, based on the personal information, whether prior approval by the consumer is required before the dealer accesses the consumer, and seeking approval for access by the dealer from the consumer who registered the market information, when prior approval is required.

12. (TWICE AMENDED) A method of processing market information of consumers and dealers via an electronic network, comprising:

- registering personal information of a consumer, where the personal information includes information personally identifying the consumer;

- registering non-binding market information about a non-binding market interest of the consumer;

- posting the market information;

determining, based on the personal information previously registered, whether prior approval of the consumer is required before accessing the consumer by a dealer who has viewed the market information;

seeking approval for access by the dealer from the consumer who registered the purchased market information, when prior approval is required; and

acquiring and purchasing the personal information of the consumer necessary for the dealer to access the consumer, after said determining and, if required, the approval by the consumer has been obtained.

14. (TWICE AMENDED) A computer readable medium for storing and processing market information of consumers purchased by dealers via an electronic network, the computer readable medium comprising:

registering personal information of a consumer, where the personal information includes information personally identifying the consumer;

registering non-binding market information about a non-binding market interest of the consumer;

posting the market information;

determining, based on the personal information previously registered, whether prior approval of the consumer is required before accessing the consumer by a dealer who has viewed the market information;

seeking approval for access by the dealer from the consumer who registered the market information, when prior approval is required; and

acquiring and purchasing the personal information of the consumer necessary for the dealer to access the consumer, after said determining and, if required, the approval by the consumer has been obtained.

15. (ONCE AMENDED) A marketing system for processing market information of consumers and dealers via an electronic network, comprising:

a communication unit coupled to the electronic network to communicate with a consumer and a dealer;

a storage unit to store personal information of the consumer and non-binding market information about a non-binding market interest of the consumer; and

a processing unit, coupled to said storage unit and said communication unit, to provide

personal information of the consumer necessary for the dealer to personally and directly access the consumer after the market information is viewed by the dealer, where the personal information personally identifies the consumer, and where the personal information is provided in response to the dealer being charged for the personal information.

17. (NEW) A method of marketing and selling information over a data network, comprising:

- submitting, by a person, non-binding market information for advertising a non-binding consumer interest of the person, and personal information of the person necessary to identify and contact the person;

- accessing the non-binding market information; and

- purchasing the personal information based on the market information.

18. (NEW) A method of marketing and selling information over a data network, comprising:

- submitting over the data network, by a person, non-binding market information for advertising a non-binding consumer interest of the person, and associated personal information of the person that is necessary to contact the person and that personally identifies the person;

- advertising, over the data network, the non-binding market information;

- accessing, over the data network, the non-binding market information;

- paying for, or incurring an obligation to pay for, the personal information based on said accessing, and in response receiving the personal information; and

- using the personal information to directly contact the person about the consumer interest of the person.

19. (NEW) A marketing system for processing market information of consumers and dealers via an electronic network, comprising:

- a personal information registering unit registering personal information of a consumer that includes information personally identifying the consumer and information necessary for the dealers to directly contact the consumer;

- a market information registering unit registering non-binding market information that advertises a non-binding market interest of the consumer;

- a posting unit for posting information reflective of the market information registered in

said market information registering unit; and

a personal information acquiring unit purchasing and in response acquiring for a dealer, after the dealer has viewed the posted information reflective of the market information, the personal information of the consumer.